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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of **Aaron DEMELLO et al.**

Assignee: **PROFILUM INC.**

Application filed: **on February 7, 2001 under serial no. 09/778,108**

For: **SYSTEM AND METHOD FOR THE DELIVERY OF TARGETED DATA  
OVER WIRELESS NETWORKS**

**ASSOCIATE POWER OF ATTORNEY**

Hon. Commissioner of Patents and Trademarks  
Washington, D.C. 20231  
U.S.A.

SIR:

The undersigned Principal Attorney of record hereby appoints the following Attorneys as his Associates with regard to the above-identified application: Edward A. Becker (Reg. No. 37,777); Stephen A. Becker (Reg. No. 26,527); Marcel K. Bingham (Reg. No. 42,327); John G. Bisbikis (Reg. No. 37,095); Carl L. Brandt (Reg. No. P-44,555); Daniel Bucca (Reg. No. 42,368); Kenneth L. Cage (Reg. No. 26,151); Stephen C. Carlson (Reg. No. 39,929); Jennifer Chen (Reg. No. 42,404); Thomas A. Corrado (Reg. No. 42,439); Lawrence P. Cullen (Reg. No. P-44,489); Paul Devinsky (Reg. No. 28,553); Laura A. Donnelly (Reg. No. 38,435); Margaret M. Duncan (Reg. No. 30,879); Brian E. Ferguson (Reg. No. 36,801); Michael F. Fogarty (Reg. No. 36,139); Willem F. Gadiano (Reg. No. 37,136); Keith E. George (Reg. No. 34,111); John A. Hankins (Reg. No. 32,029); Brian D. Hickman (Reg. No. 35,894); Joseph Hyosuk Kim (Reg. No. 41,425); Eric J. Kraus (Reg. No. 36,190); Patrick B. Law (Reg. No. 41,549); Jack Q. Lever (Reg. No. 28,149); Raphael V. Lupo (Reg. No. 28,363); Christine F. Martin (Reg. No. 39,762); Michael A. Messina (Reg. No. 33,424); Eugene J. Molinelli (Reg. No. 42,901); Christopher J. Palermo (Reg. No. 42,056); Joseph H. Paquin, Jr. (Reg. No. 31,647); Robert L. Price (Reg. No. 22,685); Thomas D. Robbins (Reg. No. 43,669); Gene Z. Robinson (Reg. No. 33,351); Joy Ann G. Serauska (Reg. No. 27,952); David J. Serbin (Reg. No. 30,589); Glenn Snyder (Reg. No. 41,428); David A. Spenard (Reg. No. 37,449); Arthur J. Steiner (Reg. No. 26,106); David L. Stewart (Reg. No. 37,578); Michael D. Switzer (Reg. No. 39,552); Leonid D. Thenor (Reg. No. 39,397); Keith J. Townsend (Reg. No. 40,358); Leon R. Turkevich (Reg. No. 34,035); Christopher D. Ward (Reg. No. 41,367); Cameron K. Weiffenbach (Reg. No. P-44,488); Aaron Weisstuch (Reg. No. 41,557); Edward J. Wise (Reg. No. 34,523); Alexander V. Yampolsky (Reg. No. 36,324); and Robert W. Zelnick (Reg. No. 36,976).

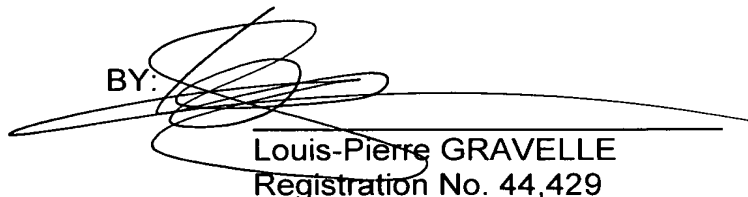
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RESPECTFULLY SUBMITTED

BY:



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Date: May 11, 2001